

The
Wow

e-newsletter

by Ken and Dahlynn McKowen

Principles

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Say It Over, Again

Dialog is the **heartbeat** of any play, television show or movie. Done correctly, dialog is a character builder—literally. Great dialog drives the action. Well placed lines keep the viewer interested and leave them wanting to learn more about the character. And a cleverly-dialoged story also gives the viewer a glimpse into the soul of its creator—you!

While a line of dialog may read well on paper, it can translate into a verbal disaster. Seriously. We have seen it time and time again in our combined 60 years of writing—including screenwriting—and cringe whenever it happens. These mistakes are easily avoidable if you're willing to test your words.

A sure-fire way to figure out if your dialog reads well out loud is to do just that—read it out loud. Say the dialog as if you are the character. Does it easily flow off your tongue or does it make you tongue-tied? Does the conversation between characters flow naturally or is it disjointed? Does the dialog move the storyline forward? Are the words you have written words your character would honestly say?

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We want to hear from you!
Contact Publishing Syndicate at
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Say It Over, Again

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To take your research up a notch, invite some friends over and give them each a part to read, and then just listen. Listen to how your stand-in actors say each line; many times, you'll find that they will say the line differently than written and not even realize they read it incorrectly. That's the key, an important one. If someone reading your words out loud inadvertently substitutes a "this" for a "that" then you need to revisit that line and see why this occurred. More times than not, you'll find that your volunteer reader's "editing" is a more natural version of what you have created, and a very minor change could make your dialog more believable and stronger. So take heed, listen to your words, and say it out loud again...and again.



What are you writing about this summer?
Share with us! Ken@PublishingSyndicate.com



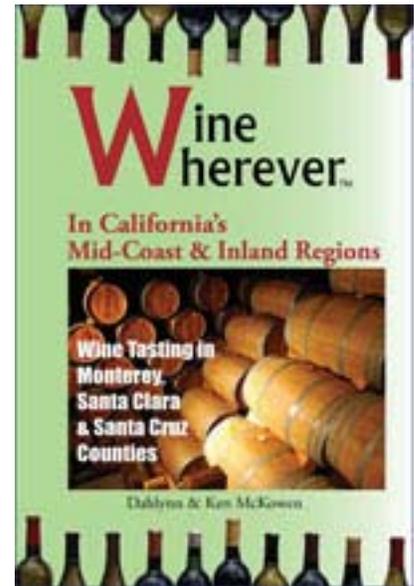
July Guest Columnist Jennifer Martin

Four-time national screenwriting award winner Jennifer Martin will be our guest columnist in July. An award-winning author and frequent contributor to the *Chicken Soup for the Soul* series, Jennifer will share five strategies and techniques that will, as Jennifer says, make your "screenplay dance on the page." We can hardly wait!

New book from Publishing Syndicate!

Our newest travel book was released nationwide this month. **Wine Wherever: In California's Mid-Coast & Inland Regions** is the first in the WW series. A winery-destination book with a twist, we visited 100-plus wineries in Monterey, Santa Clara and Santa Cruz counties and 60 wineries made the final cut. The book also includes detailed maps, side trip information and lots of photos. There was absolutely no charge for wineries to be in the book.

To order your copy, go to Amazon.com or our website www.publishingsyndicate.com/psmarketplace



More news from Publishing Syndicate

For more years than we can count, we have been guest authors at the California State Fair's Author Booth. We had such great fun in the past that this year we purchased premium commercial booth space for the fair. We'll be selling our travel, winery and *Chicken Soup for the Soul* books the entire run of the fair and will also host several other known authors and their books, including Jennifer Martin (mentioned on page 2). Please come by and see us!

Where: California State Fair, Building C

When: July 14th through July 31st

Hours for Building C:

Monday-Thursday, 12 noon to 10 p.m.

Friday-Sunday, 10 a.m. to 10 p.m.

Cost: State Fair entrance and parking fees

More info about the fair: www.bigfun.org

And even more news...

The administrative portion of our two new anthology series—both the youth and the adult series—is falling into place. The database to capture all of your story submissions will be ready for testing come mid-July, and we will open it to the public for story submissions in August.

As we shared with you last month, *OMG! My Reality!* is our anthology series for kids, preteens and teens, written *by* this age group *for* this age group. Nancy Withers will oversee the kids and preteen books and Dahlynn will oversee the teen series, along with guest “creators.” To learn more, read May’s *Wow Principles* newsletter found on the P.S. website or accessed directly at www.publishingsyndicate.com/publishing_syndicate/wn_may11.pdf.

The brand name of the adult anthology series is close to being finalized. (Wait until you see our cover design—it’s so eye-catching!) We’ll unveil the series name in August, along with submission guidelines and upcoming book titles. The anticipation is growing here at Publishing Syndicate and we look forward to reading your story submissions!

Just in from WritersMarket.com: SUMMER WRITING CONFERENCES

Harriette Austin Writers Conference, July 22-23, Athens, Georgia
<http://2011hawc.wordpress.com>

Sewanee Writers’ Conference, July 26-August 7, Sewanee, Tennessee
<http://sewaneewriters.org>

Taos Summer Writers Conference, July 10-17, Taos, New Mexico
<http://www.unm.edu/~taosconf>

Green Mountain Writers Conference, August 1-5, Tinmouth, Vermont
<http://www.vermontwriters.com>

Willamette Writers Conference, August 5-7, Portland, Oregon
<http://www.willamettewriters.com/wwc/3/index.php>

To learn more, visit the above websites and also www.WritersMarket.com.

HOT STUFF! HOT STUFF! HOT STUFF! HOT STUFF! HOT STUFF!

As of June 25, 2011



Lyndsey

My Story is Out: High School Years

by Lyndsey D'Arcangelo

The nation's newest anthology series for the LGBT community!

Wow! We're excited about our newest anthology series, one that will help LGBT teens. Go to www.MyStoryIsOut.com for more information and submission guidelines.

Deadline: January 1, 2012 (Publisher: Publishing Syndicate)

Dream
of
ThingsSM

www.DreamofThings.com

(Find story information under the "Workshop" tab.)

Coffee Shop Stories

Travel Stories

Holiday Stories

Stories about

Stories of Forgiveness

Great Teachers

All *Dream of Things* anthology call-outs are open until there are enough stories to fill a book.

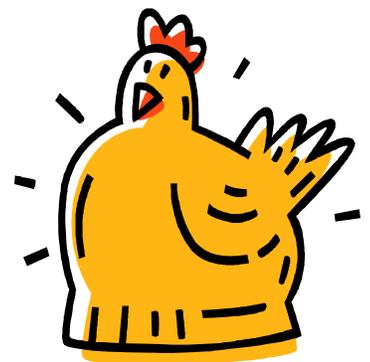
Advice You'd Like to Pass On to Others

Making Waves: Stories about Role Models and People Who Inspire and Motivate Us

Chicken Soup for the Soul

www.ChickenSoup.com

Chicken Soup for the Soul has partnered with Harvard Medical School on a whole slew of new books, too many to mention here. Visit *Chicken's* website to learn more about this new series and other story call-outs.



Go for it! Get published! 